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I DRESSED this window to attract attention to the fact that a hat can be made to feel as light as a feather. A person will invariably be interested in good merchandise when its qualities are properly shown, and more especially when those qualities contribute to comfort, ease and beauty. To attract men to these qualities is my aim. The Window Trimmer is not a Jack-of-all-trades, and should be given free rein in trying out his own ideas. He should be given every aid, for the possibilities of good results are unlimited. Window Dressing—not the old throw-me-in style, but the set-me-right way—brings one face to face with more reality than a mountain of words can.

GILBERT MCGOWAN.